

NAF-Biz New York Networking Reception
Profit Power Economics
Thursday, March 25 at 6:30 p.m.

Please join the NAF-Biz New York Committee and Dr. Mia de Kuijper as she shares highlights from her new book "**Profit Power Economics: A New Competitive Strategy for Creating Sustainable Wealth**".



This event is sponsored by
ING Investment Management

DATE/TIME

Thursday, March 25th, 2010

- 6:30 pm-Drinks and hors d'oeuvres
- 7:15 pm-Presentation
- 8:00 pm-Reception resumes

LOCATION

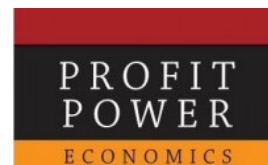
ING Investment Management Headquarters (Helmsley Building)
230 Park Avenue, 13th Floor (entrance 45th Street)

Please bring ID to register at the front desk. Take the elevator to the 13th floor and go to the ING reception desk.

EVENT SUMMARY



Mia de Kuijper



A New Competitive Strategy
for
Creating Sustainable Wealth

MIA DE KUIJPER

Profit Power Economics

- Based on her experience with clients like Royal Dutch Shell, PepsiCo, Credit Suisse First Boston, Morgan Stanley, etc., Dr. Mia de Kuijper will discuss and lead a Q & A session on the radical changes in corporate strategy resulting from The Transparent Economy and how this applies to both multinationals and micro companies in developing countries.

- The vanishing cost of information calls for a revamping of corporate strategy and traditional modes of business organization, whether you're a global market player or a Dutch exporter to the US.
- Learn how 21st century firms need to develop "power nodes" in order to reap sustainable profits and capitalize on "power laws" that dominate current and future markets.
- **De Kuijper** (Ph.D. economics, Harvard) is a consultant on business strategy and author of Profit Power Economics (2009, Oxford Univ Press), dean at the **Duisenberg school of finance** (Amsterdam) and NAF member.
 - A presentation of interest to business professionals, investors and entrepreneurs alike.

For a BusinessWeek review of Profit Power Economics by Michael Mandel, please visit http://www.businessweek.com/the_thread/economicsunbound/archives/2009/11/review_of_profi.html

COST

\$25 for NAF members/\$35 for non-members

RSVP

To rsvp for this event, please click email call Angela Molenaar at 212.825.1221 or email amolenaar@thenaf.org.

BOOKS

Copies of Profit Power Economics will be available for sale at the event.

Business dress attire.

NAF-BIZ New York is a platform for the exchange of international business management information, experiences and ideas among the Dutch professional community in the New York City area and U.S. professionals who do business with the Netherlands.

NAF-BIZ New York operates under the auspices of the Netherland-America Foundation (NAF). The board of NAF-BIZ New York consists of Jacob Willemsen (New Amsterdam Trade & Consultancy), Erik Storteboom (Rabobank International), Jan Joosten (Hughes Hubbard & Reed LLP).

NAF-BIZ New York organizes networking events, with high level speakers who will discuss a topic or business case, intended to spark discussion and transfer valuable experience among NAF BIZ New York participants.

For questions please email [Angela Molenaar](mailto:Angela.Molenaar) or call 212.825.1221.